

Helping Millennial and Generation Z Individuals Discover The National Forests Videos



Project Title	Helping Millennial and Generation Z Individuals Discover The National Forests Videos
Project Summary	eIntern(s) will be creating digital video(s) about visiting the national forests. The target audience is Millennials and Generation Z individuals.
Country	United States

Project Description

We are looking for a creative and fun digital video approach to reach Millennial and Generation Z individuals, highlighting travel the US National Forest. We plan to use the video(s) for YouTube and social media.

-Length: Either one 30 second to one minute video or a series of short 10 second videos.

-Requirements: A candidate who is creative and takes initiative. The candidate must have experience in creating digital videos. We may ask you to provide a sample of your previous work. The ability to add music to a video is a plus. The video(s) must incorporate the U.S. passport.

-Target audience: U.S. citizens, ages 16-37, single, married, travelling on a budget, studying abroad, in college, professionals, and adventure enthusiasts

Helpful questions:

-How can we brand visiting the US National Forests, so that young adults are curious and excited about visiting?

-How can we demonstrate that US National Forests are both necessary and appealing to Millennials?

Required Skills or Interests

Skill(s)

Social media management

Videography

Website design

Storytelling/blogging/vlogging

Additional Information

To become more familiar with the National Forests,
visit <https://www.fs.fed.us/managing-land/national-forests-grasslands>

Videography we like:

<https://youtu.be/dvhAnNfeJyc>

<https://www.youtube.com/watch?v=IT2a03TJ9a4>

<https://itsallyours.us/>

<https://www.youtube.com/watch?v=yzOtt91poQY>

<https://www.youtube.com/watch?v=-KICxbANFKc>

Language Requirements

None